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# Community Strategy 2023 - 2027



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Hertsmere Borough Council  
Civic Offices, Elstree Way  
Borehamwood, Herts WD6 1WA

Tel: 020 8207 2277  
Website: [www.hertsmere.gov.uk](http://www.hertsmere.gov.uk)

Produced by Hertsmere Design and Print Services

Tel: 020 8207 7416

Email: [design@hertsmere.gov.uk](mailto:design@hertsmere.gov.uk)

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# Foreword

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Welcome to Hertsmere Together's Community Strategy 2023 – 2027. This Strategy has been written as the borough continues to support residents, communities and businesses through the rising cost of living.

The strategy has been produced in consultation with many different partners, following a workshop that was held in March 2022. The findings allow us to concentrate on issues, which the Local Strategic Partnership (Hertsmere Together) can best address through local partnership working.

Hertsmere Together gathers leaders from key public, private and voluntary sector organisations to continue to improve our borough.

As a partnership, we want to continue to make Hertsmere a great place to visit, offering shopping and leisure opportunities as well as inspiring film and television heritage and a present-day creative media industry. We want to enable our communities to live well, with good health in a high standard of housing in a safe and green environment. We want Hertsmere to be a great place for business, delivering economic growth and jobs in a high quality environment.

Together we have identified the following three challenges which are faced by the borough:

- Keeping our communities healthy and well;
- Keeping our communities safe;
- Building a resilient community.

This strategy aims to build a sustainable, resilient community that is inclusive and equitable for all our residents.

**Cllr Jeremy Newmark**  
Chair, Hertsmere Together

# Our Partnership Vision, our challenges and principles

## Our Partnership Vision

Working in partnership to empower our communities

## Our challenges

Keeping our communities healthy and well

Keeping our communities safe

Build a resilient community

## Principles

A wide range of partners, including those from health, police, fire, local government, voluntary and community sectors will contribute to the delivery of this overarching strategy through their own strategic aims.

The principles below helped Hertsmere Together to decide on the priorities we will focus on for the next four years. They will also inform how we work together and how we develop actions to achieve our aims.

### Partnership working

Always considering what we can do better together – focusing on adding value as partners to maximise the benefits for our borough.

### Early help

Focusing on preventative approaches and early help – helping individuals, families and communities support each other and to thrive and become resilient.

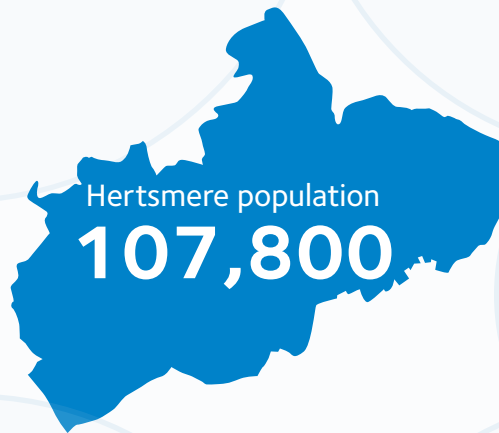
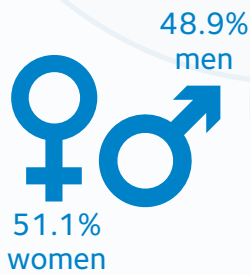
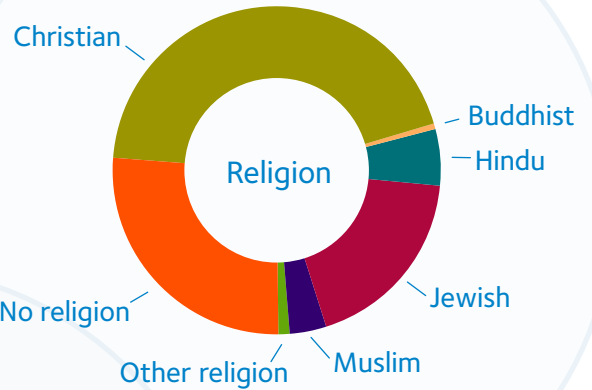
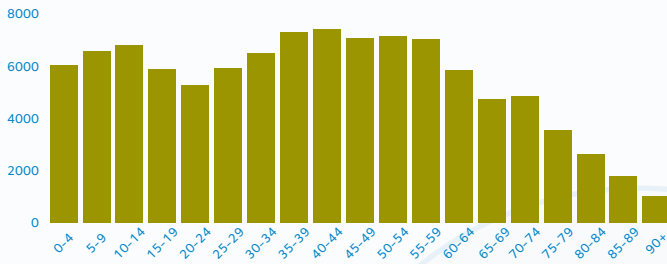
### Planning for the future

Embracing change and working in partnership to create the future we want for the borough.

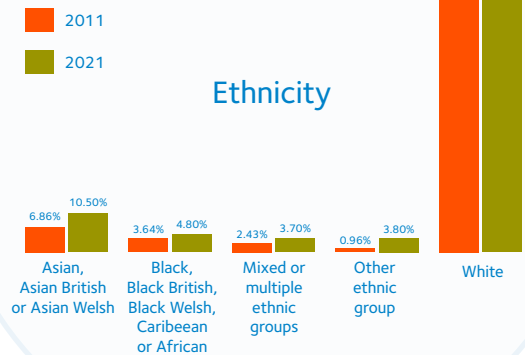
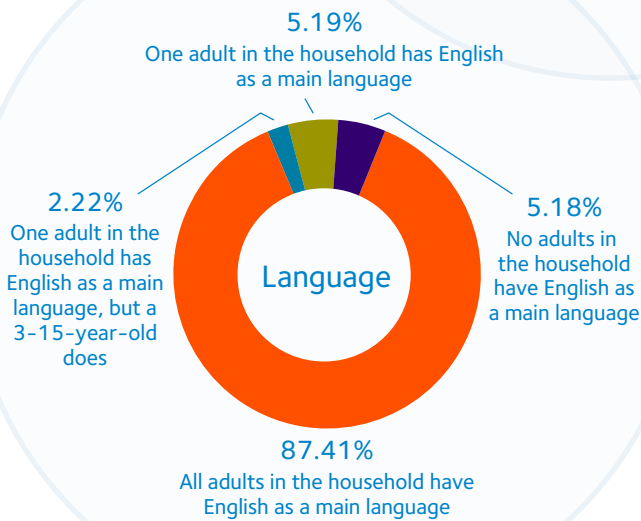
# Our borough

## Hertsmere's Census data 2021

Age groups of Hertsmere population



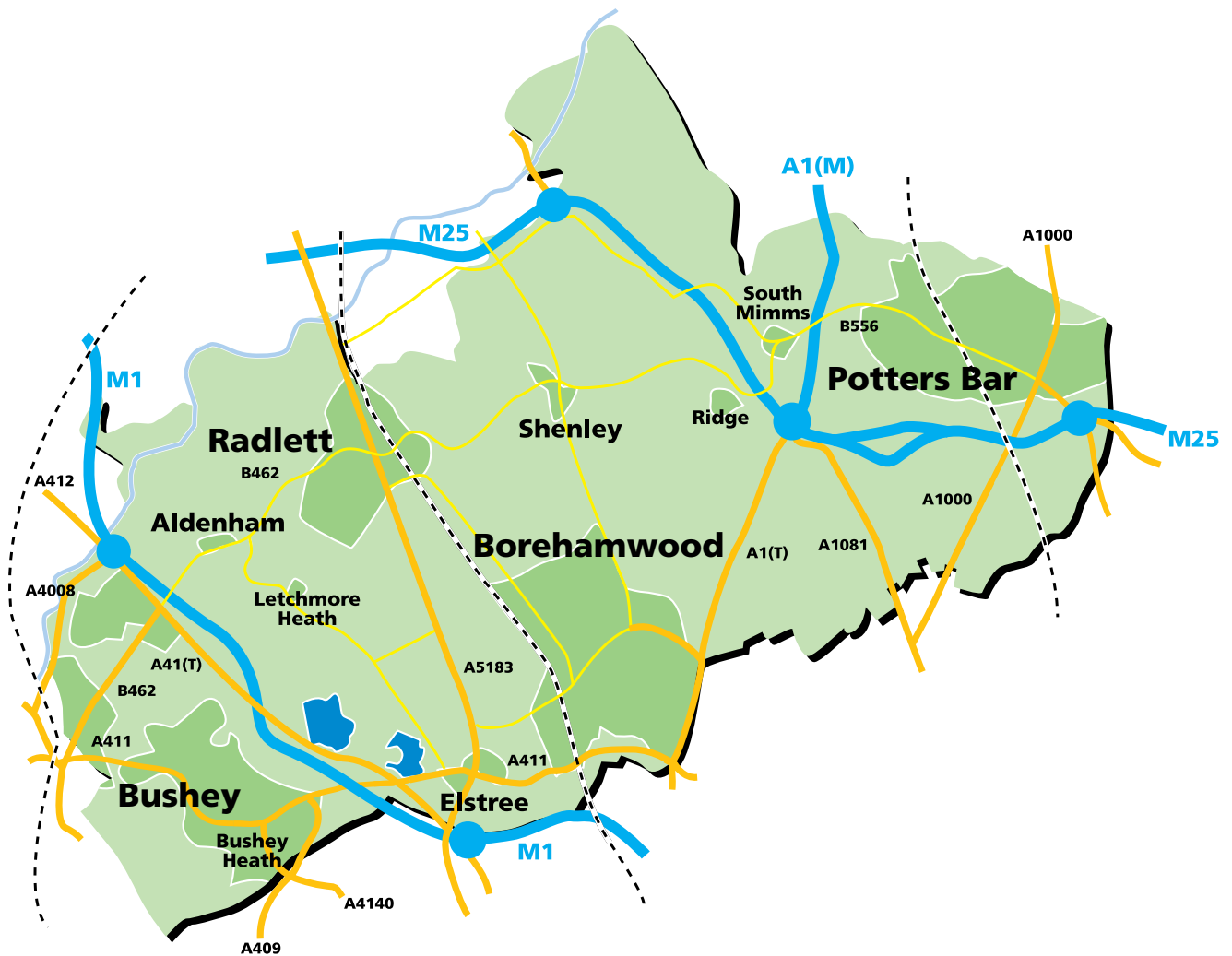
**42,700**  
households in the borough



Hertsmere is a largely rural borough in Hertfordshire, situated immediately to the north of London. With 80% of our borough in green belt land, the majority of our 107, 800 residents live in our four main towns – Bushey, Borehamwood, Radlett and Potters Bar – each with their own identity.

Excellent north-south rail and road connections mean that Hertsmere is very well connected to London and the rest of the country. It is this mix of green areas, distinct towns, and strong connections that means life in Hertsmere offers a great balance of

towns and countryside. It is also this location and strong connections which make Hertsmere a great place to establish a business, and the borough has attracted a number of major employers as a result. The professional, scientific or technical; construction, and ICT industries are particularly strong. An active film and television industry exists around Borehamwood, which has a heritage of film and television production dating back to the early 20th century. A budding avionics specialism is currently developing at London Elstree Aerodrome. Small businesses also make up an important part of the local economy.



However, the proximity to London also brings challenges including recruitment and retention of workers and talent, high house prices which particularly impact first time buyers, along with high and rising private rental costs. Hertsmere's population today is growing, aging and diversifying, with a notable Jewish population and growing South Asian community.

Patterns of inequality exist in the borough, Cowley Hill ward in Borehamwood is the most deprived ward in Hertfordshire and in the top 10% of deprived areas nationally (IMD 2019). There are other small pockets of deprivation within Potters Bar Oakmere and Bushey North wards, both of which are in the top 30% of deprived areas nationally. Five wards in the borough are in the top 30% most deprived wards nationally, while 12 wards areas are relatively prosperous and in the bottom 10% nationally. Those in more deprived areas of Hertsmere typically experience poor health, low skills, high unemployment, low incomes and poorer living conditions than their less deprived neighbours.

80% of  
Hertsmere  
is in green  
belt land







This graphic was captured at a workshop held to review the previous Community Strategy (2017-2021) and to gather information and ideas to inform this strategy. In attendance were a number of partners of Hertsmeire Together. We asked those who attended to identify current and emerging issues in the borough and what we as a partnership could do to address this.

# Keeping our communities healthy and well

## Our priorities are to:

- Reduce health inequalities in Hertsmere;
- Provide support for those most vulnerable in Hertsmere;
- Improve mental health and emotional wellbeing;
- Enhance our environments and increase the use of green space.

Health and wellbeing affects us all. Many Hertsmere residents enjoy good health and wellbeing. Despite this, health and wellbeing outcomes can also be dependent on where you live in the borough. Life expectancy is 9.2 years lower for men and 6.2 years lower for women in the most deprived areas of Hertsmere than in the least deprived areas<sup>1</sup>. The Covid-19 pandemic has also exposed other areas of need around mental health, physical inactivity, access to green space and support for those most vulnerable in our borough. These issues will be addressed by Hertsmere's Health and Wellbeing Partnership.

## Overarching approach:

### Tackling the social determinants of health and reducing inequalities

Health and wellbeing outcomes are determined by a broad range of factors, some of which we can influence, such as what we eat, how much we smoke or exercise. Other factors, such as the socio-economic, cultural and environmental conditions in which we live, work and grow are known as the social determinants of health. The World Health Organisation suggests that the social determinants of health account for 30%-55% of health outcomes<sup>2</sup>. These factors are mostly responsible for health inequalities and influence our lifestyles.

'Health Equity in England: The Marmot Review 10 years on', was published in 2020 and highlighted that in the decade prior to the pandemic, life expectancy improvements had stalled and that health inequalities were large and growing. The report notes that there are marked differences in life expectancy, particularly among people living in more deprived areas. This is reflected in Hertsmere.

<sup>1</sup> PHE Fingertips Data 2019 E07000098 (phe.org.uk)

<sup>2</sup> Social determinants of health (who.int)

Everyone has the right to receive the support they need to live healthy happy lives. Supporting people according to their needs means targeting partnership activity based on relative deprivation to narrow the gap whilst continuing to improve wellbeing for the population overall.

## A whole systems approach

Tackling health inequalities and improving the overall health and wellbeing of Hertsmere will always present challenges, and no single individual or organisation can tackle these issues alone. We will work in partnership to empower our residents to take responsibility for their health and wellbeing, enabling them to make healthy choices. Community groups and statutory organisations will provide support and deliver targeted interventions when people need them.

Our partnership will deliver projects through the life course because our health, at any one point in our lives, is related to the contributing factors, which either increase or decrease our risk of ill health and poor wellbeing. For example, we will develop partnership projects to reduce the health inequalities in the borough. We will continue to develop Hertsmere's Food Poverty Alliance, and maintain support for the foodbanks in the borough and those most vulnerable in Hertsmere. We will also work to reduce social isolation amongst older people, whilst also seeking to make Hertsmere Dementia Friendly.



# Keeping our communities safe

## Our priorities are to:

- Support and protect vulnerable victims of exploitation;
- Identify and prevent serious violence, with a specific focus on knife crime and young people;
- Prevent Violence Against Women and Girls;
- Work in partnership to support and promote local services that provide a holistic approach to community wellbeing;
- To reduce the harm caused by drugs within communities;
- Increase feelings of safety and public confidence by reducing anti-social behaviour, provide early interventions and reassurance messages.

Recent tragic incidents nationally have brought issues such as violence against women, girls and children to the fore of the public's attention and our new priorities reflect this. Crime levels in Hertsmere are relatively low. Nonetheless, community safety remains a priority for our residents.

Hertsmere's Community Safety Partnership (CSP) has a long record of accomplishment of partnership working to address community safety issues in the borough. Over the next four years, the CSP will continue to build on the previous success by tackling those problems of greatest concern, while also responding to changing demands and emerging priorities.

Hertsmere CSP is a strategic partnership, working to reduce crime and offending in accordance with the

Crime and Disorder Act 1998, Police Reform and Societal Responsibility Act 2011 and the Anti-social Behaviour, Crime and Policing Act 2014. Since the very beginning, the CSP has developed a successful track record of partnership working to address community safety issues across the borough.

The CSP continues to deliver its priorities through the Partnership Plan, which can be found on Hertsmere Borough Council website.

## Overarching approach

By working in partnership with our local communities, we can tackle crime and make Hertsmere a safer place to live, work and visit.

The organisations and authorities on the CSP have worked closely together to:

- Produce a partnership plan that contains the partnership's strategy to keep our communities safe, putting our residents at the heart of our work. The plan identifies how the partnership will measure performance and the ways in which the partnership engages with local communities;
- Increase visibility and accountability by holding regular community engagements, awareness raising campaigns and using social media; thereby increasing our ability to communicate with local communities;
- Hold regular operational meetings with local agencies to discuss and tackle emerging issues.



# Building a resilient community

## Our priorities

- Support and empower people to have a good start in life and age well;
- Develop volunteering, social enterprise and business opportunities;
- Provide accessible opportunities for skills development and financial advice;
- Ensure a healthy standard of living for all and prevent homelessness.

In recent times, we have seen our communities respond to multiple crises on a scale that was previously unthinkable. We have seen good neighbourliness, donations and the momentum of local mutual aid groups and invaluable support from the community and voluntary sector. It has been impressive to see Hertsmere come together in this way – our communities have become the heart of our response and showed us what resilience looks like.

Through our partnerships, we want to empower our communities so that they become resilient. We will ensure that our residents have the best start in life and enable everyone, young and old to have control over their lives.

This means that we will continue to give our residents the information they need about leading a healthy,

happy lifestyle, support people in accessing training and employment and to raise awareness of the factors that can lead to financial crisis, homelessness and employment.

## Overarching approach

Our local Compact (see Appendix) shows our commitment to continuing to develop a positive working relationship between the voluntary, community and statutory sectors, for the benefit of Hertsmere's communities. The Compact builds on the principles of this Community Strategy, including around empowerment and engagement. We are also keen to promote community-led approaches, developing solutions locally, providing residents and community groups with the support to do so. A summary to the Compact can be found as an appendix.

Early intervention will continue to be key to our partnership approach, addressing the needs of our residents and their families at the earliest opportunity to build resilience and improve overall outcomes.

To achieve this, partners will work together to support all families reach their full potential. Through effective partnership working, we will deliver support to the most vulnerable families and individuals in our borough.



# Delivering our aims

The delivery of this strategy will be the responsibility of all partners on the Local Strategic Partnership, the Community Safety Partnership and the Health and Wellbeing Group. The LSP Board will meet three times a year and will receive regular updates on the delivery of the strategy.

To ensure that we deliver against our priorities, measurable actions will be defined within action plans for each theme. Progress on the strategy will be published annually on Hertsmere Borough Council's website.

Agendas, minutes and membership can also be found on the website.

We welcome feedback on all aspects of the work of Hertsmere Together. If you have any comments or would like to be involved in delivering our Community Strategy, please contact Hertsmere Borough Council by emailing [partnership.support@hertsmere.gov.uk](mailto:partnership.support@hertsmere.gov.uk), telephone 020 8207 7801 or write to Civic Offices, Elstree Way, Borehamwood, Hertfordshire, WD6 1WA.

We  
welcome  
feedback



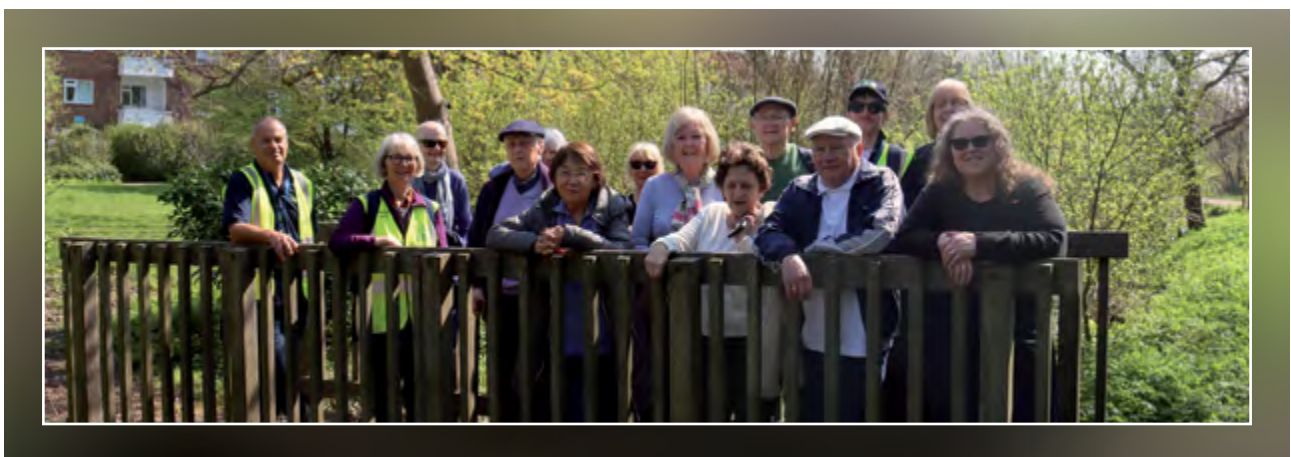
# Our partners

The membership of Hertsmere Together is reviewed regularly to ensure all sectors are represented. Partners have the authority to speak on behalf of their organisation and to commit resources to achieve the aims in this Community Strategy.



The Partnership is hosted by Hertsmere Borough Council and includes the following organisations:

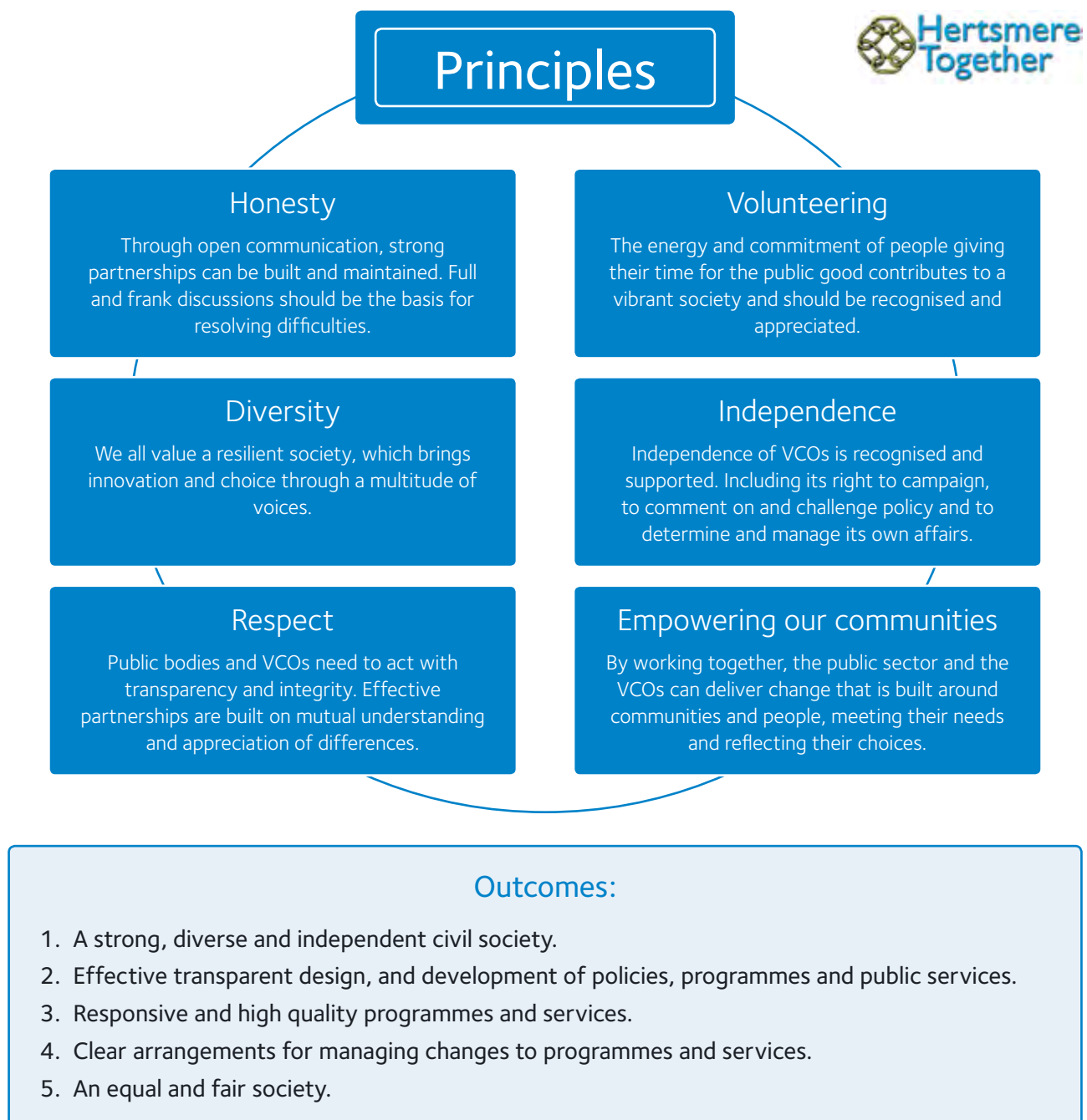
- Communities 1st
- Citizens Advice
- Department for Work and Pensions
- Forum of Faiths
- Hertfordshire Fire and Rescue Service
- Hertfordshire Constabulary
- Hertfordshire County Council
- Hertsmere Borough Council
- Hertsmere's Town and Parish Council's representative
- Hertfordshire and West Essex Integrated Care Service
- Housing Association Representative
- InspireAll
- Oaklands College
- The Office of the Police and Crime Commissioner
- Probation Services
- Wenta



## The Hertsmere Compact

### Partnerships, Communities, Together

The Hertsmere Compact is an agreement between public bodies and voluntary and community organisations (VCOs). The agreement aims to ensure that public bodies in Hertsmere and the voluntary sector work effectively in partnership to achieve common goals and outcomes for the benefit of communities and residents of Hertsmere.





[www.hertsmere.gov.uk/hertsmeretogether](http://www.hertsmere.gov.uk/hertsmeretogether)